

Editorial

Friday, July 5, 2019

The clarification and the inaction

Coming at the picture now is the bitter truth. The local area development fund of the Rajya Sabha MP had been misappropriated. In a clarification regarding news report about misappropriation of MPLADF, published in various electronic and print media, K. Bhabananda, the Rajya Sabha MP of Manipur, clears hand stating that his power to the utilisation of MPLADF is limited as he could only give his approval and the implementation is left with the Deputy Commissioner of Imphal West.

After the report of misutilisation of MPLADF comes up in the public domain various local clubs and organizations started voicing against the misappropriation of the public money and the most recent news is that some workers of the RS MP handed over the fund for construction of Public Toilet to the local clubs of Sagolband Moirang leirak (subject to correction). If all that is happening has reached to the ear of the MP K. Bhabananda, then his silence by not initiating any action against whomever involved in the misappropriation of his LADF will be questioned again.

In his clarification, K Bhabananda had already thrown the ball to the court of the DC. Till today no press statement or clarifications comes from the DC regarding the misappropriation of the MPLADF. If what K. Bhabananda had clarified stands true then he should initiate immediate inquiry against the misused of his LADF and take action to all those responsible.

A mere silence and practice of shrewd technique to silence the people over the misappropriation of the MPLADF may cool down the matter for some times but it will spark again as a political weapon to defame the political party that K. Bhabananda belongs to.

The clarification by the RS MP clearly indicated that he too is now aware that somewhere there were lapses to the utilization of his MPLADF. Whoever, defame his name should be brought to the public if K Bhabananda think that he had a long way to go in politics. It is the people that will judge and his shrewd technique that will decide his political destiny.

The inaction towards the misused of MPLADF will remain as a dark spot to not only K. Bhabananda but to the BJP which is considered as the most discipline political party in the history of India.

The world of science fiction

Written By:
Bruce Sterling

Science fiction is a modern genre. Though writers in antiquity sometimes dealt with themes common to modern science fiction, their stories made no attempt at scientific and technological plausibility, the feature that distinguishes science fiction from earlier speculative writings and other contemporary speculative genres such as fantasy and horror. The genre formally emerged in the West, where the social transformations wrought by the Industrial Revolution first led writers and intellectuals to extrapolate the future impact of technology. By the beginning of the 20th century, an array of standard science fiction "sets" had developed around certain themes, among them space travel, robots, alien beings, and time travel (see below Major science fiction themes). The customary "theatrics" of science fiction include prophetic warnings, utopian aspirations, elaborate scenarios for entirely imaginary worlds, titanic disasters, strange voyages, and political agitation of many extremist flavours, presented in the form of sermons, meditations, satires, allegories, and parodies—exhibiting every conceivable attitude toward the process of techno-social change, from cynical despair to cosmic bliss. Science fiction writers often seek out new scientific and technical developments in order to prognosticate freely the techno-social changes that will shock the readers' sense of cultural propriety and expand their consciousness. This approach was central to the work of HG Wells, a founder of the genre and likely its greatest writer. Wells was an ardent student of the 19th-century British scientist T.H. Huxley, whose vociferous championing of Charles Darwin's theory of evolution earned

him the epithet "Darwin's Bulldog." Wells's literary career gives ample evidence of science fiction's latent radicalism, its affinity for aggressive satire and utopian political agendas, as well as its dire predictions of technological destruction. This dark dystopian side can be seen especially in the work of T.H. Huxley's grandson, Aldous Huxley, who was a social satirist, an advocate of psychedelic drugs, and the author of a dystopian classic, *Brave New World* (1932). The sense of dread was also cultivated by H.P. Lovecraft, who invented the famous *Necronomicon*, an imaginary book of knowledge so ferocious that any scientist who dares to read it succumbs to madness. On a more personal level, the works of Philip K. Dick (often adapted for film) present metaphysical conundrums about identity, humanity, and the nature of reality. Perhaps bleakest of all, the English philosopher Olaf Stapledon's mind-stretching novels picture all of human history as a frail, passing bubble in the cold galactic stream of space and time. Like what you're reading? Start your free trial today for unlimited access to Britannica. Stapledon's views were rather specialized for the typical science fiction reader. When the genre began to gel in the early 20th century, it was generally disreputable, particularly in the United States, where it first catered to a juvenile audience. Following World War II, science fiction spread throughout the world from its epicentre in the United States, spurred on by ever more staggering scientific feats, from the development of nuclear energy and atomic bombs to the advent of space travel, human visits to the Moon, and the real possibility of cloning human life.

Net-work Marketing- "Selling the dream"



By: Sanjenbam Jugeshwor Singh
Faculty , NIELIT Imphal.

Multi-level marketing (MLM), also called pyramid selling, network marketing and referral marketing is a marketing strategy for the sale of products or services where the revenue of the MLM company is derived from a non-salaried workforce, selling the company's products/services, while the earnings of the participants are derived from a pyramid-shaped or binary compensation commission system. A pyramid scheme is a business that recruits members via a promise of payments or services for enrolling others into the scheme, rather than supplying investment or sale of products. As recruiting multiplies, recruiting becomes quickly impossible and most members are unable to make profit as such pyramid schemes are unsustainable and often illegal though the schemes have existed for at least a century in different guise. Although, each MLM company dictates its own specific financial compensation plan for the payout of any earnings to their respective participants, the common features that is found across all MLMs is that the compensation plans theoretically pay out to participants only from two potential revenue streams. The first is paid out from commissions of sales made by the participants directly to their own retail customers. The second is paid out from commissions based upon the wholesale purchases made by other distributors below the participants who have recruited those other participants into the MLM; in the organizational hierarchy of MLMs, these participants are referred to as one's down line distributors.

MLM salespeople are therefore expected to sell products directly to end-user retail consumers by means of relationship referrals and word of mouth marketing, but most importantly they are incentivized to recruit others to join the company's distribution chain as fellow salespeople so that these can become down the distributors. According to a report that studied the business models of 350 MLMs, published on Federal Trade Commission's website, at 99% of people who join MLM companies lose money. Nonetheless, MLMs function because downline participants are encouraged to hold on to the belief that they can achieve large returns, while the statistical improbability of this is de-emphasized. MLMs have been made illegal or otherwise strictly regulated in some jurisdictions as a mere variation of the traditional pyramid scheme including mainland China. The overwhelming majority of MLM participants (most sources estimated to be 99.25% of all MLM distributors) participate at either an insignificant or nil net profit. Indeed, the largest proportion of participants must operate at a net loss (after expenses are deducted) so that the few individuals in the uppermost level of the MLM pyramid can derive their significant earnings. Said earnings are then emphasized by the MLM Company to encourage their continued participation at a continuing financial loss.

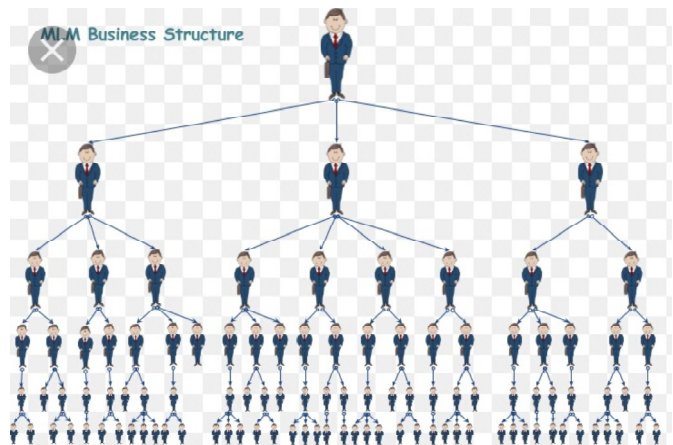
The end result of the MLM business model is, therefore one of a company (the MLM company) selling its products and services through a non-salaried workforce (Partners) working for the MLM company on a commission only basis while the partners simultaneously constitute the overwhelming majority of the vary

consumers of the MLM company's products and services that they, as participants of the MLM, are selling to each other in the hope of one day themselves being at the top of the pyramid. This creates great profit for MLM company's actual owners and shareholders. Many MLM companies do generate billions of dollars in annual revenue and hundreds of millions of dollars in annual profit. However the profit of the MLM Company are accrued at the detriment to the majority of the Company's constituent workforce (the MLM participants). Only some of the said profit is then significantly shared with individuals' participants at the top of the MLM distributorship pyramid. The earning of those top few participants is emphasized and championed at Company's seminars and Conferences, thus creating an illusion of how one can potentially become financially successful if they become a participant in the MLM. This is

participant pyramid is in fact dependent on the continual financial loss and failure of all other participants below them in MLM pyramid. MLMs have been made illegal in some jurisdiction as a mere variation of the traditional pyramid scheme including in China. In jurisdiction where MLMs have not been made illegal, many illegal pyramid schemes attempts to present themselves as MLM business. Given that overwhelming majority of MLM participants cannot realistically make a net profit, let alone a significant net profit but instead overwhelmingly operate a net losses, some sources have defined all MLMs as a type of pyramid scheme, even if they have not been made illegal like traditional pyramid scheme through legislative statutes. MLMs are designed to make profit for the owner/shareholders of the Company and a few individual participants at the top levels of the MLM pyramid of participants.

In Manipur's context, it is a well-

valuable scientific procedures and practices which a medical practitioner / dietician who undergo the study for many years even cannot explain and understand. At the same time all our hard earned money are taken away or drained out of our economically backward state just for the benefit of few people because of illusion that one day he/she will become a billionaire. There is an interesting story in this regard: one day a truck driver got stuck his truck at Kangla Park road near Johnstone School as a big Bazar Bull blocked the road though he trumpet his horn. Suddenly a smart young man in white shirt, black trouser and neck tie with a bag in his hand arrived at the spot. The man asked the driver what was his dismay? The truck driver told all the stories. Then the young man simply went near the bull and whisper something to the bull. The bull suddenly got up and ran away. To his astonishment the driver asked the young man how he could drive out the bull which the driver could not for long time. The young man said, I



then advertised by the MLM Company to recruit more distributors to participate in the MLM with a false anticipation of earning margins which are in reality theoretical and statistically improbable. The main sales pitch of MLM Companies to their participants and prospective participants is not the Company's products or services. The product/services are largely peripheral to the MLM model. Rather the true sales pitch and emphasis is on a confidence given to participants of potential financial independence through participation in the MLM luring with phrases like "life style you deserve" or "independent distributor". Erik German's memoir "My Father's Dream" documents the real life failure of German's father as he lured into "get-rich-quick" schemes such as Amway. The memoir illustrates the multi-level marketing (MLM) sales principles known as "Selling the dreams".

Although emphasis is always made on the potential of success and positive life change that "might or could" (not "will or can") result, it is only in otherwise difficult to find disclosure statements (or at the very least, difficult to read and interpredisclosure statements), that MLM participants are given fine print disclaimers that they as participants should not rely on the earning results of other participants in the highest levels of MLM participants pyramid as an indication of what they should expect to earn. MLMs very rarely emphasize the extreme likelihood of failure or the extreme likelihood of financial loss from participation in MLM. MLM are also seldom forthcoming about the fact that any significant success of the new individuals at the top of the MLM

known fact that many families have been broken and many become slaves due to heavy loss in many fraud MLMs schemes like Unipay-2 (commonly known as pokhahi in Manipur), Visarev, Forex Achievement, Conlift, Zion etc. In spite of all these facts, the trend is still continuing in Manipur in a wide spectrum. Many participants of MLMs whose products are mainly health care or cosmetics or food supplements etc drop their mouth wide open to blow the innocent people, explaining many intricate and

asked the bull to join one MLM (network marketing) scheme. That's why the bull ran away, explained the young man. If this is so, the bull even does not want to join any kind of MLM or network marketing. Let all of us in Manipur try to understand the stigma behind the MLM (network marketing) scheme before our families are broken. If we still continue this trend, then will it be wrong to say that we are more foolish than the bull?

Writer can be reached to:
sjugeshwor7@gmail.com.

REVOLUTIONS OF THE MIND

INDIGENOUS LIFE

By :- Md. Nasir Khan,
Kwakta Sabal Leikai P.O./P.S.:
Moirang Certified Trainer:

Indigenous

Early day's life of human population was dependent of hunting and foraging. Their life was uncertain as they couldn't decide when they would get their next meal. They have to travel from place to place in search of food. Many a time they would die in masses due to starvation. The current archaeological evidence indicates that anatomically modern humans would have existed roughly 200,000 - 300,000 years. So, for so many such years humans struggled and used their energy only to get more foods and reproduce. Historians hinted that with such mode of living the earth could support about 10 million people till 10,000 - 15,000 years ago. There was no evidence of agriculture. What do you think would be the education of those days? Children of those days were



trained to learn to hunt or foraged for food. The people think primitively, nomadically, and could not imagine themselves to think beyond food. They are bound to migrate frequently.

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